

**MODERN INNOVATIONS IN TRANSLATION AND METHODS FOR ENHANCING
TRANSLATION EFFICIENCY**

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Abstract. This article analyzes new technologies in modern translation studies and methods that enhance translation efficiency. In particular, it examines the role of artificial intelligence, machine translation, CAT tools, and corpus linguistics in the translation process. Furthermore, the importance of such approaches as functionalism, pragmatic adaptation, and terminological consistency in improving translation quality is discussed. The research findings demonstrate that the integration of technological and linguistic approaches is essential in contemporary translation practice.

Keywords: translation, artificial intelligence, machine translation, CAT tools, pragmatic equivalence, functional approach, terminology, translation quality.

Introduction. In today's era of globalization, translation has become one of the primary means of communication among different nations and cultures. The development of science, technology, economics, and international relations has significantly increased the demand for translation. At the same time, modern society requires not only speed but also accuracy and naturalness in translation. Whereas translation was previously carried out mainly on the basis of translators' individual experience and dictionaries, technological tools have now become an essential part of the translation process. Artificial intelligence, machine translation, electronic corpora, and automated software not only facilitate translators' work but also improve translation quality.

Methods. The study employed theoretical analysis, comparative analysis, and descriptive methods. Scientific literature on translation studies, translation theories, and practical translation experiences were examined. Additionally, the capabilities of AI-based translation systems and CAT tools were analyzed.

Results. The findings revealed that modern technologies significantly increase the efficiency of the translation process. In particular, AI-based machine translation systems enable the translation of large volumes of text within a short period of time. Since neural machine translation systems analyze texts based on context, the naturalness of translations has improved considerably.

Discussion. The importance of technological tools in modern translation studies continues to grow. Although artificial intelligence and machine translation reduce human labor, they are still unable to fully account for all linguistic and cultural aspects. Therefore, the modern translation process increasingly relies on the integration of human cognition and technology.

Conclusion. Technological tools occupy an increasingly important place in the modern translation process. Artificial intelligence, CAT tools, and electronic corpora contribute significantly to improving translation efficiency. However, human translators continue to play the central role in producing high-quality translations. Modern translators must possess not only linguistic knowledge but also technological and cultural competencies.